

Message Text

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PAGE 01 ALGIER 03044 031717Z

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TAGS: BEXP, AG

SUBJECT: US-ALGERIAN TRADE

1. IN CONVERSATION WITH ME OCTOBER 3 LAYACHI YAKER,
ALGERIAN MINISTER OF COMMERCE MADE FOLLOWING COMMENTS
AND REQUESTS:

2. ALGERIAN-FRENCH TRADE IS DISPROPORTIONATELY IN FAVOR
OF FRANCE. GOA IS INTERESTED IN DIVERSIFYING ITS IMPORTS
AND IS ANXIOUS TO WORK MORE CLOSELY WITH US EMBASSY AND
DEPARTMENT OF COMMERCE IN DEVELOPING WAYS OF
INCREASING US-ALGERIAN TRADE. YAKER TOOK NOTE OF
SIGNIFICANT ALGRIAN TRADE SURPLUS WITH US DUE TO OUR
OIL PURCHASES.

3. YAKER POINTED OUT HIS COUNTRY NOW REPRESENTS DOLLAR
FIVE BILLION IMPORT MARKET WHICH IS GROWING FAST. US FIRMS
NOT ACTIVE ENOUGH AND COULD GET MUCH MORE BUSINESS IF
THEY PAID MORE ATTENTION TO ALGERIA. YAKER PROPOSED
DOC CONSIDER SENDING REPRESENTATIVE TO ALGIERS TO DISCUSS
ORGANIZATION OF TWO TRADE MISSIONS. ONE FROM US TO SELL
TO ALGERIA, ANOTHER FROM ALGERIA TO SELL TO US.

4. YAKER FEELS US GOODS ATTRACTIVELY PRICED AT MOMENT
AND THAT MORE PURCHASES FROM US WOULD THUS MAKE THEIR
FOREIGN EXCHANGE GO FURTHER. MINISTER CONTINUED THAT IN
ORDER TO INCREASE EXPOSURE OF US FIRMS IN ALGERIA WE
SHOULD PARTICIPATE IN ALGIERS FAIR. FAIR IS EXCELLENT
MEANS OF PROMOTING CONTACT BETWEEN FIRMS AND ALGERIAN
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PAGE 02 ALGIER 03044 031717Z

END-USERS, HE SAID, AND SINGLED OUT WEST GERMANY, FRANCE

AND OTHER INDUSTRIALIZED COUNTRIES AS HAVING INCREASED SALES IN ALGIERS THROUGH THE FAIR. YAKER STATED 1976 ALGIERS PAN AFRICAN FAIR WOULD BE HELD IN LATE SEPTEMBER OR EARLY OCTOBER 1976 AND THAT IT WOULD BE MUCH LARGER THAN 1975 FAIR.

5. MINISTER ALSO MENTIONED THAT ALGERIAN COMMERCIAL REPRESENTATION IN WASHINGTON WILL BE REINFORCED AND THAT GOA WAS CONSIDERING OPENING A TRADE OFFICE IN NEW YORK.

6. YAKER REQUESTED MY COMATT RON FLACK TO MEET WITH DIRECTOR OF EXTERNAL TRADE IN MINISTRY OF COMMERCE NEXT WEEK TO DISCUSS THESE MATTERS. I FEEL THIS IS EXCELLENT OPPORTUNITY TO MAKE IMMEDIATE AND IMPORTANT PROGRESS TOWARDS DESIRED INCREASE IN US SALES TO ALGERIA.
WOULD APPRECIATE PRIORITY REPLY WITH COMMENTS ON ABOVE AND FEELING FOR KIND OF RESPONSE COMATT CAN MAKE PARKER

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